



Marketing Assistant
Kelly Roach International

Kelly Roach International is seeking to add its next superstar to our rapidly growing team! This individual will work directly with the Senior Marketing Manager to help guide and support outbound online activity focusing on lead generation.

This unique and dynamic position is a full-time role and is perfect for an individual who desires to work with a cutting edge company ahead of practical marketing standards. Candidates must be strong in time management, project management, sales and marketing skills to apply to both the online and offline space in order to increase awareness of key offers, drive nurture and engagement campaigns to warm audiences and facilitate the close during and outside of conversion events.

Responsibilities Include:

- Generate leads \$5 and under on Facebook, Google, Youtube, and Instagram Story Ads
- Drive sign-ups for text message marketing organically and with paid traffic
- Direct and nurture engagement through content across all social media platforms in alignment with current offerings
- Copywriting on all platforms - Facebook posts, Instagram posts, Instagram Story mapping, 'open cart' posts, ad copy, etc.
- Setup and continuous testing/tweaking of all funnel steps (create landing pages, connect to CRM, write and map emails with Senior Marketing Manager)
- Weekly email marketing - newsletter, offer emails, etc.
- Co-direct content for all launches and other conversion events
- Launch Assistance: generate leads as well as nurture in Facebook group to bring minimum 35 leads to the close per launch (with 10% commission paid out per individual sale)
- Update and organize personal qualified lead info in the CRM software used by the company

Metrics/Success Measured By:

- List-building and community building metrics met by week and by month
- Lead metrics for conversion events met and target cost-per-lead met
- Increase in podcast listenership each month
- Increase in text message marketing sign-ups by week and month
- Launch sales results - company and personal



About Kelly Roach International

Kelly Roach is known as THE BUSINESS CATALYST, helping elite business owners become game changers in their field and achieve million dollar + breakthroughs in their business.

As a former Fortune 500 executive who built and led record-breaking teams in 17 locations around the US, Kelly's programs and consulting encompass billion dollar corporate strategies combined with the speed and agility of the most powerful online strategies of today.

Kelly is a featured expert on ABC, NBC, Good Day, the CW and in some of the world's leading publications such as Inc. and Forbes where she shares the principles of her best-selling books and top podcast, Unstoppable Success Radio.

Kelly is committed to ongoing philanthropic work to bring clean drinking water to those who do not have access and is the co-founder of Give Her Courage, a movement to instill courage and confidence in the girls of our future from the start.